Walt Disney Imagineering

EPCOT – Mission: SPACE

Web Site

Site Design

A Site Design document containing descriptions, maps, block diagrams, and tables of assets and application processes for each site page.

18 February 2003

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DISTRIBUTION

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VERSION HISTORY

Version	Date	Summary of Key Changes
1	2-18-2003	Initial Draft.
2	2-24-2003	Updated: - *Site Schedule* (Intro Animation comments) - *Site Delivery* (completed) - *Content Descriptions* (formatting, numbering, & edits from WDI) - *Appendix A: Technical Specification* (Introduction plus some formatting from WDI) Added: - Navigation (*Content Descriptions*) - Navigation (*Production Specification*) - Home Page Map *(Site Maps*) - Layout Diagram (*Production Specification*)
3	3-15-2003	Updated: - *Site Brief:* DOL vs. WDPRO Chrome (there is no WDPRO Chrome, only DOL Chrome with the WDPRO breadcrumb on it). - *Site Brief: Site Navigation & Registration:* latest text for nav items, recent changes in interface design, latest descriptions. - *Site Brief: Rewards System:* was 'Points' system, new descriptions of overall functionality - *Site Brief: Login:* latest description - *Site Brief: My Page:* removed, replaced with *My Free Downloads*. - *Site Schedule* (phase delivery adjustments and delivery date adjustments). - *Content Descriptions* (top-level renaming plus continued formatting & numbering on new and current WDI descriptions and texts). - *Content Descriptions: Navigation:* latest descriptions and latest texts. - *Content Descriptions: Home Page:* latest descriptions. - *Content Descriptions: Mission Overview:* latest descriptions and latest texts. - - *Site Maps: Master Site Map* (new map) - - *Site Maps: Home Page Map* (new map) - - *Page Specification: General Browser Page Dimensions using DOL Chrome* (refined dimensions) - *Appendix A: Technical Specification* (Introduction) Added: - *Site Schedule* (new items added to scope from re-scoping, current items expanded for clarity) - *Site Delivery* (DOL items added) - *Content Descriptions* (additional formatting and numbering) -

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DOCUMENT BRIEF

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DOCUMENTATION OVERVIEW

This is a site design document. Each potential site page is treated with it's own individual set of descriptions. These descriptions are in text, followed by maps, followed by small graphical displays of each page positioned above tables that contain lists of both the page's functionality information and assets information. Item numbers started in the text descriptions are carried forward into the maps, the functional information, and the assets information.

DOCUMENTATION GOALS

The goals for the final Site Design documentation are:

- ✓ *Describe*, in text, all the design elements for the Mission: SPACE web site.
- ✓ *Display*, in maps, the experience structure and navigational connectivity of all the design elements.
- ✓ *Communicate* the necessary implementation details of each of the designed items.
- ✓ *Organize* the designed items effectively across many tools, descriptions, and uses.
- ✓ *Reduce* unnecessary documentation steps and save team member time.

It is also the intention that the efforts to do fulfill these goals also be reasonable and adequate to the needs of the various members of the project team.

DOCUMENTATION STRUCTURE

The Site Design documentation is divided into three areas:

- ✓ Texts – the first section is a numbered textual description of all the design and functional elements of the site, based on the RFP.
- ✓ Maps – the second section contains a master diagram, and several sub-diagrams, that display the individual page elements of the site, their navigational connectivity, and their assets.
- ✓ Production Lists -- a description of requirements and constraints for the page, thumbnail of the current visual design with appropriate callouts for animation descriptions, adequate delineation of functionality, and a list of the assets required for that functionality

DOCUMENTATION SCHEDULE
The Site Design documentation schedule coincides with the Milestone schedule:

- ✓ Milestone One

  Text: RFP (v.11) text reorganized and edited with new *production* numbers added for organization.

  Maps: Master Site Map (Navigation) and Maps of delivered main areas and page groups (for Milestone One, the Home Page only since Navigation is covered by the Master Map).

  Lists: Create the production list template and populate it with the known items for production of the Home Page.

- ✓ Milestones Two thru Five

  Text: *additional* descriptions added as visual designs are finished.

  Maps: *additional* Maps of main areas and page groups which have completed Visual Design.

  Lists: *additional* production lists created for site pages as those pages complete Visual Design and go through Asset Delineation (prior to being Built).

- ✓ Milestone Six

  Text: completion edits as the final pages are built for the site.
  Finalize for delivery.

  Maps: clean-up of current Maps as final connectivity is locked down.
  Finalize for delivery.

  Lists: production lists cleaned-up as final asset use is determined.
  Finalize for delivery.

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DOCUMENTATION DELIVERY
Final documentation and drawings shall be transmitted on three hard copies and on electronic media (CDs).

WORD PROCESSING
The Developer shall generate all documents, lists and procedures by computer generated word processing and shall use Microsoft Word 2000, or subsequent.

SPREADSHEET
The Developer shall generate all tabulated lists and data on computer generated spreadsheets and shall use or Excel 2000, or subsequent.

FLOWCHARTS
The Developer shall deliver any flowcharted material either as an integral part of a word processing document or as an Adobe Acrobat (.pdf) document.

SCHEDULES
The Developer shall submit all schedules either as an integral part of a word processing document or as a Microsoft Project 98 file.

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SITE BRIEF

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SITE OVERVIEW

BACKGROUND

Mission: SPACE is a landmark attraction that gives visitors the chance to feel what it is like to be an astronaut. This once in a lifetime experience focuses on the idea that space is for everyone and that there is a place for everyone in space.

Mission: SPACE will take families on an action-packed adventure; from a realistic Spacecraft Briefing to the post show activities. "We Choose to Go!" is not only the slogan for Mission: SPACE, but it is also the phrase that will be shouted from the lips of those eager for challenge and adventure.

The Mission: SPACE experience is set 30 years in the future and introduces the first ISTC, a futuristic, planetary themed pavilion. After the ride, Guests exit into the Advanced Training Lab -- a post show area with four interactive, space-inspired, attractions that mirror challenges faced by real astronauts. The attractions are:

HIGH-LEVEL SITE DESIGN

The high concept for the Mission: SPACE web site is to immerse visitors in the experience of being an astronaut-in-training thereby motivating them to "Choose To Go" to Mission: SPACE at Epcot and experience the thrills firsthand. The Site extends the Mission: SPACE story – it is the online Headquarters.

Guests enter the site through a short introduction trailer that gives them the feeling of blasting off into space. After the sequence ends, visitors will land on the home page and be introduced to a dynamic world of exploration, information, excitement and fun. They are encouraged to explore and interact right from their computers, at home or at work.

All of the elements of information and training for the ride and post show will be available for the Guest to preview on the site. They will be encouraged to interactively explore the Rocket, the Capsule, the Advanced Training Lab, etc. Interactive activities will engage their minds, test their space readiness and "pre-train" them for their Mission: SPACE experience.

C O N F I D E N T I A L

DESIGN, LOOK, & FEEL

The Look & Feel of the online Headquarters of the Spaceflight Training Center in the year 2036 is one where a central computer owns the entire interface in very sophisticated and useful ways -- delivering information and guidance while also looking attractive while not being distracting. At all times the site must be readable, easy to use, informative, and exciting.

These visual themes will resonate throughout the Mission: SPACE Site:

- The thrill of "Blast Off!"
- Experience the adventure: CHOOSE TO GO!
- Playful & dynamic
- Imaginative & fun
- Colorful & inviting

The Mission: SPACE Site will be developed in Flash to provide the greatest flexibility with the content. The interface will offer the feeling of entering the Mission: SPACE Training Headquarters through the use of "windows" and computer-generated prompt texts that invite the Guest to explore all of the different areas of the Mission: SPACE ride and experience.

Each area for the site will remain accessible by navigational elements at all times. This approach will provide Guests with quick and direct access to the content that they want. Basic ride information, safety information, Epcot links, etc., will also be accessible from every page. Special areas such as the Postcards, Free Downloads and the Activities will be specific, highly visible featured links.

SITE AUDIO

A limited selection of ambient audio may be utilized in the site, as well as the interactive sections (consoles, games, etc.). In addition, downloads will include audio clips and system sounds.

DOL CHROME NAVIGATION

The Mission: SPACE Site will "live" within the Disney Online "Chrome" consistent with all DOL Specifications. The hosted location of the Mission: SPACE Web Site *revealed by the breadcrumb menu in the DOL Chrome* is within WDPRO under 'Vacations'. Please see the Technical Specs section for further detail about development within the DOL chrome.

C O N F I D E N T I A L

SITE NAVIGATION

Content will be distributed within the following navigational elements:

- **Global Header:** This navigation includes the DOL Chrome – a persistent navigation bar available at all times that provides these features:
  - *Breadcrumb-style Menu* showing the parent links above the Mission: SPACE Web Site that load the parent pages into the current browser window.
  - *Search* link loads http://search.disney.go.com/ into the current browser window.
  - *Powered by HP* link opening a separate window with content from HP.

- **Main:**
  - *Mission Overview*
  - *Spacecraft Briefing*
  - *Astronaut Training*
  - *Beyond Spaceflight*
  - *Free Downloads*

- **Feature:** A small navigation bar incorporated into the design that includes specific links to featured items:
  - *Latest News from Mission: SPACE*
  - *Send a Postcard from Mission: SPACE*

- **Persistent:** A small navigation bar at the bottom that includes 'buttons' for:
  - *Book My Vacation*: opens a new browser window for vacation booking & information.
  - *Visit Imagineering*: opens a new browser window containing the Imagineering web site.
  - *Login*: For guests not already logged-in, opens a data window within the current browser window with text fields, buttons, and explanatory text for the guest to use their user name and password to login to the DOL Global Registration System.
  - *Register*: For guests not already logged-in, opens a data window within the current browser window with text fields, buttons, and explanatory text for the guest to use their *personal information* to become a member of the DOL Global Registration System.
  - *Join The Team* (Not Logged-in – a call-to-action that leads to Register)
  - *Personal Greeting*: For guests logged-in, a text greeting from the Mission: SPACE 'computer' system -- located above *Update My Info* and *Log Out* – along the line of "Welcome [GUEST'S FIRST NAME]".
  - *Update My Info*: For guests logged-in, opens a data window within the current browser window with text fields, buttons, and explanatory text for the guest to use their *personal information* to update their member information in the DOL Global Registration System.
  - *Log Out*: For guests logged-in, opens a data window within the current browser window with buttons and explanatory text for the guest to use to log out of the DOL Global Registration System.

- **Global Footer:** This navigation includes all the DOL business, legal, and informational links for the Site and should be available at all times for the Guest:
  - Guest Services
  - Privacy Policy
  - Internet Safety
  - Terms of Use

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REGISTRATION

Guests will be able to *Register* on the Mission: SPACE web site to enhance and personalize their experience:

- A *Personal Greeting* becomes part of the bottom navigation after guests login.
- Guests can personalize *Send a Postcard From Mission: SPACE* postcard messages via guest-written, content-filtered, COPPA compliant, text messages.
- Rewards, received when guests complete activities in the online *Astronaut Training* area, will be saved -- for the logged-in guest -- within a personalized section of the *Free Downloads* area, featuring printables presented by HP.
- Guests will receive free emails containing Mission: SPACE event announcements and site updates.

For guests not already logged-in, using the *Register* button opens a data window within the current browser window containing text fields, buttons, and explanatory text for the guest to use their *personal information* in order to become a member of the DOL Global Registration System. Please see the Technical Specs section for further detail about the DOL Global Registration System interface flow.

COPPA OVERVIEW

Based on COPPA standards, users under the age of 13 must have parental verification (via email) in order to register. Once parental approval (via email) is provided, users under the age of 13 can participate in the game. This also allows Mission: SPACE to email kids with updates. Specifics for COPPA include the following:

- Company cannot collect two (02) personal information pieces
- Company must post appropriate legal, privacy policies and disclaimers
- Information cannot be used for ANY other purposes other than the game.
- Can collect information on 14+ users if that is a need.

COPPA COMPLIANCY SAMPLE LANGUAGE

Users will signup with the Mission: SPACE Site in order to receive points, ranking information, and special downloads/online "prizes". Username and login information will be stored along with current points, first verifying if the registrant is over 13. Please see below for features.

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REWARDS SYSTEM

Guests will be rewarded with specific *Free Downloads* for engaging in and completing various *Astronaut Training* activities. For logged-in guests, the *Free Downloads* they have previously received will be remembered and will populate a list in a special area of *Free Downloads* currently referred to as *My Free Downloads*.

LOG IN

Guests will be able to login to the DOL Global Registration System after they have *Register*ed. Guests will remain logged-in even after they leave the site due to cookie dropped on their client system by the GoReg application. Non-registered guests, who wish to *Register* but are viewing the web site from a computer that is already *Logged-In*, will have to *Log-Out* first in order to make available the *Register* button (see *Register* above).

MY FREE DOWNLOADS

Logged-In guests will be able to view their accumulated *Astronaut Training* rewards within a special section of the *Free Downloads* called *My Free Downloads*.

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SITE GOALS

The principal goal of the Mission: SPACE web site is to communicate the futuristic thrill of *choosing to go on a rocket into space* in order to excite online Guests about Mission: SPACE. It is with this excitement that the further goals of the site can be met:

- ✓ Entice Guests to book Walt Disney World vacations in order to experience the *unique, innovative, interactive* thrill-ride-experience-of-a-lifetime.
- ✓ Inform Guests about the ride and the post-show interactive areas, offering Guests reasons *to invite many others* to the Mission: SPACE site -- providing e-mail addresses for themselves and other potential Guests -- in order to *send the excitement* of Mission: SPACE to others.
- ✓ Give Guests various printables, wallpapers, screensavers, and desktop applications *Powered By HP* – the official sponsor of Mission: SPACE – each containing strong brand presence for *HP*.
- ✓ Give Guests a delivery platform to come post-show and receive their very own *Postcards From Space*.

SITE STRUCTURE

Please see the SITE MAPS section of this document.

SITE SCHEDULE

Below is a copy of the Milestone Schedule. The Site Schedule and the Documentation Schedule coincide.

For additional schedule details, please refer to the latest version of either the Mission: SPACE MS Project Plan or the MS Excel version of it[1].

MILESTONE ONE	FEBRUARY 18, 2003
Approved Visual Designs	
• Overall Look & Feel	*Completed* 02.21.03, *not approved until* 03.03.13
• Home Page & Navigation	*Completed* 02.21.03, *not approved until* 03.03.14
Approved Project Management Documents	
• Master Schedule (v.1)	*Completed* 02.04.03
• Technical Specification (v.1)	*Completed* 02.17.03
• Site Design (v.1)	*Completed* 02.24.03

[1] File name: yr.mo.dy_WDIMissionSpace_ProjectSchedulev.# -- .mpp or .xls.

C O N F I D E N T I A L

MILESTONE TWO — [WAS MARCH 7, 2003 BUT MOVED OUT TO] MARCH 18TH, 2003

Approved Visual Designs

- Mission Overview *top-level page*
- Spacecraft Briefing *top-level page*
- Astronaut Training *top-level page*
- Introductory Animation Storyboards *approved* — *Approved* 03.03.03

Approved Builds

- Home Page — *Home Page design approved* 03.03.13; *started* 03.03.14
- Navigation — *Navigation design approved* 03.03.14; *started* 03.03.17

MILESTONE THREE — APRIL 11, 2003

Approved Visual Designs

- Bottom Navigation: *Register, Login, Logged-In, Update Info. Log-Out*
- Gravity Wheel Navigation: *Postcard images, Wheel transitions*
- Mission Overview: *Where in the Universe is Mission: SPACE?*
- Mission Overview: *Where is it?*
- Mission Overview: *Who Can Ride?*
- Mission Overview: *What is the Advanced Training lab?*
- Spacecraft Briefing: *all remaining content*
- Astronaut Training: *all remaining content*
- Astronaut Training: *Games, Quizzes, & Activities*
- Send A Postcard: *all content*

Approved Builds

- Home Page *continued from Milestone Two*
- Navigation *continued from Milestone Two*
- Introductory Animation
- Spacecraft Briefing *top-level page*
- Astronaut Training *top-level page*
- Mission Overview *top-level page*

MILESTONE FOUR — APRIL 22, 2003

Approved Visual Designs

- Free Downloads *Milestone One content*
- My Downloads *top-level page*

Approved Builds

- Mission Overview: *all remaining content*
- Spacecraft Briefing: *all remaining content*
- Astronaut Training: *all remaining content*
- Astronaut Training: *Games, Quizzes, & Activities*
- Send A Postcard: *all content*

C O N F I D E N T I A L

MILESTONE FIVE — MAY 22, 2003

Approved Visual Designs

- Free Downloads *top-level page* v.2
- Free Downloads: *all remaining content*
- Free Downloads: HP Printables
- Beyond Spaceflight *top-level page*
- Beyond Spaceflight: Mission: SPACE Race
- Beyond Spaceflight: Expedition Mars
- Beyond Spaceflight: Postcards from Space
- Beyond Spaceflight: Space Base
- Beyond Spaceflight: *all remaining content*
- Astronaut Screenmate
- Countdown to Vacation Clock
- Astronaut Personality Quiz
- Desktop Cursors

Approved Builds

- Free Downloads *part 1*
- My Downloads *top-level page*
- DOL Integration
- *Any remaining subsection pages for phase one*

Phase One Delivery

MILESTONE SIX — JUNE 24, 2003

Approved Builds

- HP Printables
- Free Downloads Page ver. 2
- Free Downloads *part 2*
- Beyond Spaceflight *top-level page*
- Beyond Spaceflight: Mission: SPACE Race
- Beyond Spaceflight: Expedition Mars
- Beyond Spaceflight: Postcards from Space
- Beyond Spaceflight: Space Base
- Astronaut Screenmate
- Countdown to Vacation Clock
- Astronaut Training: Astronaut Personality Quiz
- Desktop Cursors
- Mission Overview: Virtual Tour & Art Gallery
- *Third-Party Game Integration*
- *Any remaining subsection pages for phase two*

Phase Two Delivery

SITE DELIVERY

Site assets and site code will be delivered via SSH Secure Shell to DOL based on the project schedule[2]. Final Live Site deliveries will be made on hard assets – CD for the Web Site files and a combination of CD and DVD for the development and documentation files.

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[2] File name: yr.mo.dy_WDIMissionSpace_ProjectSchedulev.# -- .mpp or .xls.

CONTENT DESCRIPTIONS

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INTRODUCTION
The following numbered items describe major areas of the Mission: SPACE web site.

Please note:

- All items are for Phase One launch design and production, except where indicated.

1.0 INTRODUCTION ANIMATION

OVERVIEW
The flash introduction for Mission: SPACE includes a 20 to 30 second animated sequence that will have each visitor feeling as the rush of the mighty and powerful X2 Rocket blasting off into the atmosphere.

The introductory sequence will provide a "skip" button whereas visitors can jump directly to the *Home Page* for the Mission: SPACE Web Site. Guests who choose to go through the flash introduction will experience the thrill of lift off while enticing their curiosity for the exciting content they will find once they land on the *Home Page* of the site.

STORYBOARD DESCRIPTIONS

BELOW IS THE FINAL VERSION OF THE INTRO ANIMATION SCRIPT:
03.03.10_WDIMS_INTROANIMATIONDESCRIPTION_V.6.DOC.

FAST FADE IN:

EXT. – THE CLEAR BLUE SKY OF LIFE – DAY

SOFT, RIDICULOUSLY PERFECT CLOUDS are floating by, high in a clear blue sky.

SOFT, PERFECT LETTERS start to fill the screen:

Have you ever gazed toward the sky and

dreamed of traveling to distant galaxies?

HIGH SLOW TILT DOWN from THE SKY
The LETTERS stay where they are, lifting away above as the LAUNCH PAD pierces the bottom of the screen below

The PERFECT LETTERS continue:

How about being strapped into a 20,000-ton rocket…

the LAUNCH PAD COMPLEX has finished arriving from below and has filled the screen.

EXT. -- LAUNCH PAD – DAY

A SINGLE, LOW TONE HUMS with anticipation.

VERY WIDE SHOT
of the expansive view of the cloudy blue sky over the massive LAUNCH COMPLEX of the X2 ROCKET.

Being lifted into place, the X2 ROCKET has reached its final position and LOCKS WITH MECHANICAL RESONANCE into the INTRICATE LAUNCH GANTRY.

CAP COM (slightly scratchy V.O.)
...Two...

WIDE SHOT
Looking over at the towering, imposing X2, GASES BEGIN TO HISS NEARBY.

The PERFECT LETTERS conclude:

and blasted into outer space?

CAP COM (slightly scratchy V.O.)
...One.

SILENCE. And then the FIRES begin to bellow from the bottom of the ROCKET. For miles around, NO OTHER SOUND can be heard. Your computer screen begins to shake.

UP SHOT
from the floor of the launch pad, the mighty X2 begins to lift away from the Earth. Your screen is shaking more violently.

TIGHT SHOT
straight out from the upper-middle of the LAUNCH GANTRY as the SECOND STAGE of the X2 has lifted upward out of view and the FIRST STAGE follows immediately with the LETTERS "I" then "S" then "T" then "C" all clearly seen as the ROCKET passes upward out of view.

VERY, VERY WIDE SHOT
of the graceful X2 ROCKET as it lifts away from the LAUNCH GANTRY on a sparkling white fireball below the cloudy blue sky above. Your screen is suddenly comes to rest.

EXT. – THE EARTH FROM SPACE – DAY

CLOSE SHOT
of THE EARTH as the ROARING X2 ROCKET hurls itself from the distance below straight toward and under the camera.

EXT. – SPACE

WIDE FOLLOW SHOT
at a discreet distance above and to the right of the X2 ROCKET, it's FIRST STAGE burning bright.

CAP COM (slightly scratchy V.O.)
Go for separation.

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THE FIRST STAGE
is tossed aside, effortlessly, with a short BURST OF GASES from the bottom of the SECOND STAGE. Your screen begins to shake again and then bgins to subside as the FIRST STAGE starts to fall away and the ANTI-MATTER SECOND STAGE behind the X2 SHUTTLE IGNITES with all the FIRES OF THE UNIVERSE.

EXT. – SPACE

REVERSE FOLLOW SHOT
looking back at the approaching X2 with its ANTI-MATTER GLOW bellowing behind it.

THE MOVING POV STOPS
suddenly, dead in its tracks. And as the X2 rapidly eliminates the distance between itself and the POV, a huge, dark, shadowy, unlit MISSION SPACE LOGO flies in from directly behind the POV.

The X2 ROCKET catches up to the POV and looks as if it may smash into the approaching LOGO, but only passes through the "A" in the word "SPACE," racing right past the POV with a BODY SHAKING RUMBLE as it DISTORTS THE VIEW with the raw nuclear energy emerging from its behind.

And as the X2 leaves the screen, the remnant ENERGY WAVE from the back of the X2 ignites -- in a blinding display -- the passing MISSION SPACE LOGO as the LOGO stops full-screen in front of the POV. The ENERGY powers-up-- *for all time* -- the SIGNATURE SUNLIGHT COLORED GLOW that surrounds the edges of the letters of the MISSION SPACE LOGO.

The MUSIC EPIPHANIES into a CRESCENDO at the moment of ignition. Then gently RESOLVES into the SINGLE, LOW TONE heard at the beginning of the scene.

The "Presented by HP" logo appears below the Mission: Space logo followed by the bold words:

"Choose To Go"

2.0 NAVIGATION & INTERFACE

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Navigation is controlled by the International Spaceflight Training Center (ISTC) "main computer," as are almost all interface elements on the web site, the exception being DOL controlled buttons and content areas. For further layout and style details, please review the Milestone One Look & Feel Visual Designs for the Home Page and Navigation located below in Production Specification).

Content will be distributed within the following navigational elements:

2.1. Global Header
This navigation includes the DOL Chrome – a persistent navigation bar available at all times.

2.2. Main:
A main navigation bar at the top of the web site interface that always contains these top-level menu items:

2.2.1. Mission Overview
2.2.2. Spacecraft Briefing
2.2.3. Astronaut Information
2.2.4. Beyond Spaceflight
2.2.5. Free Downloads

2.3. Feature
A small navigation bar incorporated into the design that includes specific links to featured items:

2.3.1. *Latest News from Mission: SPACE* (Home Page only)
2.3.2. *Send a Postcard from Mission: SPACE*

2.4. Persistent
A small navigation bar at the bottom that includes 'buttons' for:

2.4.1. *Book My Vacation*: opens a new browser window for vacation booking & information.
2.4.2. *Visit Imagineering*: opens a new browser window containing the Imagineering web site.
2.4.3. *Login*: For guests not already logged-in, opens a data window within the current browser window with text fields, buttons, and explanatory text for the guest to use their user name and password to login to the DOL Global Registration System.
2.4.4. *Register*: For guests not already logged-in, opens a data window within the current browser window with text fields, buttons, and explanatory text for the guest to use their *personal information* to become a member of the DOL Global Registration System.
2.4.5. *Join The Team* (Not Logged-in – a call-to-action that leads to Register)

2.4.6. *Personal Greeting*: For guests logged-in, a text greeting from the Mission: SPACE 'computer' system -- located above *Update My Info* and *Log Out* – along the line of "Welcome [GUEST'S FIRST NAME]".

2.4.7. *Update My Info*: For guests logged-in, opens a data window within the current browser window with text fields, buttons, and explanatory text for the guest to use their *personal information* to update their member information in the DOL Global Registration System.

2.4.8. *Log Out*: For guests logged-in, opens a data window within the current browser window with buttons and explanatory text for the guest to use to log out of the DOL Global Registration System.

2.5. Global Footer

This navigation includes all the DOL business, legal, and informational links for the Site and should be available at all times for the Guest:

2.5.1. Guest Services
2.5.2. Privacy Policy
2.5.3. Internet Safety
2.5.4. Terms of Use

Unless otherwise stated, the Navigation & Interface elements listed above will be available on all pages and content areas of the Mission: SPACE Web Site.

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3.0 HOME PAGE

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The Home Page will introduce the Mission: SPACE Ride/Experience to the Guest with animations and targeted content. It visually conveys the concept for the attraction: Mission: SPACE is a Spaceflight, astronaut-like experience for the entire family.

Besides the usually Navigation & Interface items described above, the Home Page will include the following content elements:

3.1. Visuals that represent the attraction
- 3.1.1. **The Building (**linked to *Mission Overview***)**
- 3.1.2. **The Rocket w/ Gantry (**linked to *Spacecraft Briefing***)**
- 3.1.3. **The vastness of Space**

3.2. Welcome Messages (with call to *Beyond Spaceflight*)
- 3.2.1. A general **Welcome Message** for non-logged-in guests.
- 3.2.2. **Specific** guest *first name* **Greeting Message** for logged-in guests

3.3. A Link to The Latest News From Mission: Space
- 3.3.1. Marketing will provide content updates (**Out-of-Scope**).

4.0 MISSION OVERVIEW

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This section will provide a more in-depth and clear overview of all elements of information about the attraction -- the Ride itself, the Advanced Training Lab, and the Safety Requirements. If this is the only page that Guests visit, it should answer all their key questions. The emphasis in this section is on the "factual" information you need to know, presented in an engaging manner.

The "*Mission Overview"* section will include the following elements:

4.1. Overview

4.1.1. Description of the attraction -- includes a sentence about HP as a sponsor and an HP logo that links to their site.

4.2. Where in the universe is Mission: SPACE?

- A brief description of location with a link to the WDPRO page.

4.3. Who can go experience it?

- Description of height and safety requirements. We'll include a small image of a child astronaut to illustrate height minimum
- Graphic link to the Training Lab section of the site (things to do for younger guests)

4.4. What can I do if I can't or don't want to go on it?

- A description of the post show. Gives guests an overview of other kinds of astronaut training at Mission: SPACE.

4.5. History of the ISTC (inset or window)

- Large inset window that leads to a sub-page (?).
- Picture of the facility is featured graphic.
- A fictional, illustrated history of the ISTC. Based on Pam Fisher white paper.
- We'll begin with writing, look for imagery, and brainstorm with bleu22 on how to make this an interesting, fun feature
- Approach: Like an "about us" brochure. ISTC is an international organization (30 yrs. in future) with a rich history. Includes pitch to visit our headquarters in Orlando. Luc has some drawings.

4.6. Next

- A small inset or window with graphic links to the next section or highlights several sections of the site

ASSETS

TEXT
Note: Underlined text is a hyperlink

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OVERVIEW

The year is 2036 and advances in space technology have finally produced the X-2 Deep-Space Shuttle, a spacecraft capable of reaching neighboring planets. A thrilling session aboard the "X2 Trainer" at the International Space Training Center (ISTC) will test your courage and determine your readiness for the greatest of all adventures.

Mission: SPACE is the incredibly realistic new attraction that will launch you into a simulated space adventure – from pulse-racing lift-off to journey beyond Earth's atmosphere into deep space. Presented by HP, this thrilling adventure features a one-of-a-kind "astronaut-like" experience in which you'll learn about the training required for space travel and then encounter challenges – both virtual and physical – faced by real astronauts.

WHERE IN THE UNIVERSE IS MISSION: SPACE?

WHO CAN GO EXPERIENCE IT?

WHAT CAN I DO IF I CAN'T OR DON'T WANT TO GO ON IT?

WHERE IN THE UNIVERSE IS MISSION: SPACE?

Mission: SPACE is the newest adventure at Epcot, one of four parks at the Walt Disney World Resort in Florida. The attraction is located on the east side of Future World between Wonders of Life and Test Track.

WHO CAN GO EXPERIENCE IT?

Mission: SPACE is not for everyone. Should you Choose to Go, you will be launched on a thrilling adventure through deep space. During this intense astronaut training mission, you will experience the turbulence and G-forces of launch and re-entry, and the visual disorientation that often occurs outside the Earth's atmosphere.

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Those who are made uncomfortable by enclosed, dark spaces or by loud sounds and intense visual effects should not ride. For safety, you should be in good health and free from high blood pressure, heart, back or neck problems, motion sickness, or other conditions that could be aggravated by this adventure. Expectant mothers should not ride.

Persons who do not meet the minimum height requirement of 44" may not ride.

If you cannot or do not wish to experience this adventure, you may visit the Advanced Training Lab, which is also part of Mission: SPACE.

WHAT CAN I DO IF I CAN'T OR DON'T WANT TO GO ON IT?

You can visit the Advanced Training Lab (ATL). The ATL is an area of Mission: SPACE filled with activities to test everyone's mettle, whether you aspire to be an astronaut on a spacecraft or a member of the ground crew at Mission Control.

At the ATL, you can enroll in a Mission Control training exercise called "Space Race." Two teams, made up of both astronauts and ground control personnel, race against time and each other to be the first to complete a successful mission. Along the way you and your team will encounter the obstacles and challenges that Mission Control often faces.

The ATL also includes the simulated "Expedition: Mars," a search-and-rescue mission to prepare you for the conditions and situations you may encounter on the Red Planet.

For junior astronauts, there's "Space Base," a challenge course filled with a variety climbing, crawling and other physical – and physically fun – activities and exercises.

5. History of the ISTC

Content to be created later.

IMAGERY & REFERENCE DOCS

1. Image of facility – bleu22 has several to use
2. Poster, planetary plaza, marquee – bleu22 has these
3. ISTC logo – bleu has
4. Small astronaut – fast pass graphic icon of family or bleu22 creates one
5. ISTC history – imagery TBD
6. Safety requirements – delivered to Dave
7. ISTC white paper – Dave has this
8. Claudia will check with Luc for "History of ISTC" images

4.7. Mission Overview

4.7.1. Text description

4.7.2. 2-4 images

4.8. What is The Advanced Training Lab?

4.8.1. Text description

4.8.2. 2-4 images

4.9. Who can Ride?

4.9.1. Height, age, and weight Requirements along with suggested activities for younger family members at The Advanced Training Lab

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4.10. ACTIVITY: Virtual Tour of the Facility (*Phase Two*)

This will take Guests on a "walk" through the facility, from the Planetary Plaza through the Post-Show. Roughly 10-14 areas of the facility will be featured, including:

- *Planetary Plaza* (includes the marquee and inspirational quotes)
- *Recruiting Center* (includes capsule mockup & Fastpass info)
- *Space Simulation Lab* (The Lunar Rover, Gravity Wheel, X-1 Rocket Model)
- *Training Operations*
- *Ready Room*
- *Preflight Corridor*
- *Training Lab*

(*numbering to come after delineation of final nodes and locations*)

4.10.1. **Images and descriptions** will highlight the architecture, design detail and set pieces.

4.10.2. Guests will **traverse a node and rail course** through interesting places in the facility, clicking on the images to:

4.10.2.1. **move to the next/previous node**

4.10.2.2. **look closer at something interesting**

4.10.3. At each location, Guests will be able to **look around** (i.e. look left, right, partially up, and partially down), as well as zoom in on interesting features.

4.10.4. **Each location will feature description** and behind the scenes information. Fun space facts from "75 Years of Manned Spaceflight" will be sprinkled throughout (this is a timeline wall within the attraction).

4.10.5. **A click through "art gallery" will be available** for Guests with slower connections.

4.11. Special HP link in the content area

4.11.1. A note about HP sponsorship and presentation

5.0 SPACECRAFT BRIEFING

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The rocket ride is the heart Mission: SPACE. In this section the online Guests get a glimpse of the Spacecraft Briefing through exploring the X2 rocket and going inside the capsule. This section should illustrate that this ride is highly interactive and lets them see what they will get to do. Interactive activities "pre-train" the Guest for the ride [Moved by WDI to Astronaut Training 03.02.25].

Spacecraft Briefing should include the following elements:

SPACEFLIGHT BRIEFING

Your challenge at Mission: SPACE in Epcot is to board the "X2 Trainer" and experience what real astronauts go through in preparing for their missions. It's an assignment that will test your courage and determine your readiness for the greatest of all adventures.

X-2 Capsule

Go inside the capsule and learn about your mission and the roles you'll perform at Mission: SPACE.

X-2 Deep-Space Shuttle

The most technologically advanced spacecraft ever developed, capable of reaching neighboring planets.

ROLLOVER FEATURES

C O N F I D E N T I A L

The Lander

Principal part of the shuttle, houses the crew compartment and cargo bay. Reusable, it's the only part of the shuttle that returns to Earth at the completion of the mission.

Flight Pod

Consists of the crew compartment, where astronauts sleep, eat and exercise, and the capsule, the nerve and command center for the shuttle vehicle. Capsule portion has been re-created in the X-2 Trainer.

Cargo Bay

Contains life support systems and storage for supplies, scientific experiments and other equipment.

Extendable Wings

Retractable wings that extend out 100 feet on either side of the Lander. Used for flying through the thin atmosphere of Mars and other planets.

Cowling

Protects the Lander's engines while it is attached to the stage below.

Rocket Engines

Used to launch the vehicle from Mars or another planet for its trip back to Earth.

"Trans Mars" Stage

Second-stage engine propels the spacecraft to Mars or another planet once the shuttle is in Earth orbit. Jettisoned before landing on another planet.

Aerobrake

Large (100-foot diameter) deployable, umbrella-shaped device slows the vehicle and acts as a heat shield upon entry to Mars or another planet's atmosphere. Jettisoned after atmospheric entry.

C O N F I D E N T I A L

Main Booster

Launches the shuttle into Earth orbit and is then jettisoned.

Carbon Nanotubes

Material, also called "buckytubes," that the shuttle is made of. Discovered in the early 1990s, material has 100 times the strength of steel and is 100 times lighter than anything previously used for space travel. The strongest and stiffest material not only on Earth, but in the universe. Allows the shuttle vehicle to be much lighter, allowing for smaller size and increased payload.

Solid Hydrogen Fuel

Shuttle's engines use traditional mix of hydrogen and oxygen, but hydrogen is stored in solid form. Means less is needed, making it possible to reduce overall size of the shuttle significantly.

Aerospike Engine

Same as traditional bell-shaped rocket engines, except for open nozzle, which enables it to operate efficiently at high altitudes, something old engines couldn't do. Makes it possible for shuttle to reach orbit with a single, lightweight stage.

Fun Facts

- The total weight of the X-2 Deep-Space Shuttle on the launching pad is 3,425,000 pounds, or 1,712 tons (the previous Space Shuttle weighed 20,000 tons).
- The total weight of the propellants in the X-2 Deep-Space Shuttle is 3,258,000 pounds, meaning the Lander and all the materials that make up the shuttle account for less than 5% of the total weight of the vehicle.
- The weight of the propellants burned to thrust the shuttle into low Earth orbit is 3,049,000 pounds, or 93.6% of the propellants aboard the spacecraft.

5.1. Who can Ride?

5.1.1. Height, age, and weight requirements along with suggested activities for younger family members at The Training Lab

5.2. Overview of the Ride experience

This section introduces Guests to the experience of the Ride.

5.2.1. **2-4 images and description**

5.2.2. **Some animated movement of the X2**

5.3. Link to Ride Safety Information

5.3.1. *Safety Content TBD* (for consistency of presentation, site areas requiring Ride Safety information will link to this area).

5.3.2. This area will contain links to the Beyond Spaceflight section and, specifically, the Space Base page, in order to illustrate the options available for those who won't or can't go on the ride.

5.4. Link to The Rocket section, with a preview of interesting features

This section introduces Guests to the X2 rocket and the Spaceflight simulation experience. The focus is on creating an enthralling environment for the Guest, mirroring the ride environment and physical sensations as best as possible online.

5.4.1. **2-4 images and description**

5.4.2. **Interactive exploration of the X2 rocket:**

5.4.2.1. This is an animated diagram of the rocket that allows guests to explore the X2 and learn about its components.

5.4.2.2. The Rocket can be turned and its different parts can be clicked on for more information.

5.4.2.3. Selected areas animate and illustrate each of the internal systems in the rocket (such as *bucky tubes* and *the propulsion system*).

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[Moved by WDI on 03.02.25 to Astronaut Training]

~~5.5. Link to The Capsule section, with a preview of interesting features~~

~~Here Guests get to go inside the capsule. Information and activities highlight the immersion and control they will experience on the ride. This is an opportunity also for Guests to become familiar with the ride controls. Content in this section includes:~~

~~5.5.1. **2-4 images and a description**~~

~~5.5.2. **Interactive Exploration of the Capsule**~~

~~5.5.2.1.Guests can go inside the capsule, explore its features and become familiar with the immersion of the experience.~~

~~5.5.2.2.Guests may be able to play with the instrument panel. For instance, as you click on the switches, buttons, joystick & monitors, and interactive elements, they each highlight/animate and text describes what they do.~~

~~5.5.2.3.Guests can click on the different controls to trigger animations, SFX, images, and/or video to display on the Capsule monitors.~~

~~5.5.3. **ACTIVITY: Capsule Instrument Panel Sequencing Game**~~

~~Here guests get to play with the instrument panel in a sequencing game reminiscent of "Simon Says":~~

~~5.5.3.1.In each *round*, colored lights – on the console and on the monitors – will blink in a specific sequence. Just after they do, the player must click on a specific button to activate an important action in the *pre-flight check* for liftoff. If the player successfully does that, they're rewarded with a payoff – an image, animation and/or sound.~~

~~5.5.3.2.When the player completes a *set* (*number currently undetermined*) of *rounds*, their buttons will automatically reset (in order to build onto the last set). Players have ten *sets* of *rounds* they must complete in order to 'win'.~~

~~5.5.3.3.Each completed *set* causes an additional activation button or lever to be added to the player's instrument panel, adding to the complexity of the player's interaction with the game as they struggle to activate more and more items per round (e.g., first set = 1 lever pull, second set = 2 button pushes, third set = 1 pull and two pushes, etc.).~~

~~5.5.3.3.1. As the player progresses, the game moves faster.~~

~~5.5.3.3.2. Users must start over the first time they lose and do not gain points unless they complete all ten sets.~~

~~5.5.3.4.*Initial sequencing rounds correspond to the actual actions guests must perform on the ride*. For example, players will "pre-train" for the ride by being able to select or "play" each of the four capsule roles.~~

~~5.5.4. **Link to Ride Safety Information**~~

~~*Content TBD.*~~

1. Intro text -- about the rocket, what this is, what you need to do here, about 4-5 lines of text, a little more than on the home page)

2. Header "Spacecraft Briefing"

3. Fun Facts about the X2 Rocket (or, X2 Fun Facts), inset/overlay, prominently featured

4. Explore the Capsule -- inset/overlay, prominently featured, leads to more in-depth content on the capsule

5. BIG graphic of the rocket & flight path that includes earth, moon and mars -- this is where guests can roll over/click on different parts of the rocket, see what they do and how that corresponds to each section of the flight path. As you rollover/select different pieces of the rocket (or flight path), it would change (graphically or through animation). An overlay window or something would contain a text description/and corresponding images and/or animations will appear. For instance,

    - Stage one of the rocket: I rollover or click on stage one and see a graphic of engines ignited, text tells me about launch, launch location on flight path is highlighted (launch site)
    - activate aerobrake: I see aerobrake open, two stages of rocket are gone (faded out, or something), text describes what this does, corresponding part of flight path is highlighted
    - Capsule: window or something shows me a large close-up of the capsule with four astronauts inside. There's descriptive text and a links to go inside the capsule, and continue to Astronaut Training.

    ○

6. Who Can Ride? (or "Requirements") -- small, less prominently featured item. This will contain a small blurb about height requirements, etc. Maybe we need a link to the full requirements that live in "common questions."

What we've sent you:

- Rough text for the stages of flight

What we need to send you:

- Ride requirements
- descriptions for the parts of the rocket, and descriptions of how they tie to flight path (coming soon, use temp. text for now)
- Intro. text for the page (use temporary text for now)

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6.0 ASTRONAUT TRAINING

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This section will focus on the experience of being an astronaut, emphasizing the human element of the ride. It will familiarize Guests with the Four (4) different Roles that the ride offers for the Guest: pilot, commander, engineer, and navigator. Attendant to the roles will be images and descriptions that get the Guest excited about each position.

The Astronaut Information section should include the following content elements:

1. Header

ONLINE TRAINING

2. Welcome text (message points)

3. Astronaut Roles – main content

- Central image on page shows four astronauts. We may show four astronauts/people in the capsule doing their jobs, OR use the photo of the family in space, or show separate images for each role. The images should make each job look interesting, exciting, and distinct.
- A list the four roles in a sub-section with links for each
- Roll over each astronaut or select smaller links and window on page opens with brief description of astronaut's job and a small exciting image to illustrate it.

4. Training Exercises

- Three or more training activities are featured prominently on the page, in a group. We need to allocate space for future training activities (see below).
- **Capsule Sequencing Game** – "simon" style game that let's you man the capsule controls, playing each of the four roles.
- **Astronaut Personality Assessment** – quiz with pictures that evaluates your astronaut skills and which role(s) you're best suited for
- **Mission Patch Design Activity** – (NEW) activity that lets you create a custom patch and print it out.
- **Space History Quiz** – (NEW. This replaces the "Firsts in Space" timeline). One quiz from the teaser site.
- **More games** – TBD. We need to design this so that more games can be added to this section.

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TEXT

Note: First draft text

Welcome Text

Here in the future (remember, we're in the year 2036), just about everyone has the chance to leave behind the confines of Earth and venture out into space to explore new worlds. All it takes is specialized training and that training takes place here on-line and at the International Space Training Center (ISTC).

When you board the X-2 Trainer at Mission: SPACE, you and your crew mates will be in control of the mission. Successfully completing your assignment will require the ability to follow instructions, make split-second decisions and remain calm under pressure.

Astronaut Roles

As an astronaut candidate, you'll be assigned one of four mission roles – Commander, Pilot, Engineer or Navigator – that has specific tasks and responsibilities. To find out which position you are probably most qualified for (and to have a little fun), take the Astronaut Attribute Assessment Evaluation.

COMMANDER

A key player in two important moments in every deep space mission—the moment when the X-2 leaves Earth's atmosphere and the moment when it lands on another planet. The commander's main assignments include first-stage separation and activating manual control in the event of "auto-pilot" failure during landing.

PILOT

Responsible for getting the X-2 safely from Earth orbit to its destination in deep space. The pilot's main assignments include initiating the powerful second stage rocket and deploying the spacecraft's shields when, and if, space debris or meteorites threaten it.

C O N F I D E N T I A L

ENGINEER
Responsible for ship systems aboard the X-2. Only the engineer is trusted with their proper operation. In order to extend life support systems during a long-duration mission, the engineer will be called upon to activate "Hypersleep." He will also extend the spacecraft's wings for landing.

NAVIGATOR
Responsible for tracking trajectory and initiating major changes in the flight path of the X-2 Rocket. The navigator's main assignments on a trip into deep space are firing the rockets to initiate "slingshot" assists around planetary bodies and firing the rockets for descent to a planet surface.

Note: The term "slingshot" refers to the practice of using the gravitational field of a planetary body to increase speed or change course.

Training Exercises

Start your training now with the following activities:

MISSION: RACE – SEE HOW FAST YOU CAN CARRY OUT COMMANDS IN THIS MEMORY SEQUENCING EXERCISE.

ASTRONAUT ATTRIBUTE EVALUATION – DISCOVER WHICH MISSION ROLE YOU ARE BEST SUITED FOR.

SUIT YOURSELF – DESIGN CUSTOMIZED PATCHES FOR YOUR TRAINING MISSION.

Space 101 – Test your knowledge of space, space travel and space history.

6.1. Four (4) Capsule Positions: Pilot, Commander, Engineer, Navigator

6.1.1. A picture and description of each position.

6.2. Firsts In Space

6.2.1. Images and descriptions of notable "firsts" in space travel – both real and imagined. Examples are, first woman in space, first animal in space and first family in space. Images and descriptions will be drawn from a series of plaques, "Firsts in Space," that appear at the attraction.

[Moved by WDI on 03.02.25 from Spacecraft Briefing]

6.3. Link to The Capsule section, with a preview of interesting features

Here Guests get to go inside the capsule. Information and activities highlight the immersion and control they will experience on the ride. This is an opportunity also for Guests to become familiar with the ride controls. Content in this section includes:

6.3.1. **2-4 images and a description**

6.3.2. **Interactive Exploration of the Capsule**

6.3.2.1. Guests can go inside the capsule, explore its features and become familiar with the immersion of the experience.

6.3.2.2. Guests may be able to play with the instrument panel. For instance, as you click on the switches, buttons, joystick & monitors, and interactive elements, they each highlight/animate and text describes what they do.

6.3.2.3. Guests can click on the different controls to trigger animations, SFX, images, and/or video to display on the Capsule monitors.

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6.3.3. **ACTIVITY: Capsule Instrument Panel Sequencing Game**

Here guests get to play with the instrument panel in a sequencing game reminiscent of "Simon Says":

6.3.3.1. In each *round*, colored lights – on the console and on the monitors – will blink in a specific sequence. Just after they do, the player must click on a specific button to activate an important action in the *pre-flight check* for liftoff. If the player successfully does that, they're rewarded with a payoff – an image, animation and/or sound.

6.3.3.2. When the player completes a *set* (*number currently undetermined*) of *rounds*, their buttons will automatically reset (in order to build onto the last set). Players have ten *sets* of *rounds* they must complete in order to 'win'.

6.3.3.3. Each completed *set* causes an additional activation button or lever to be added to the player's instrument panel, adding to the complexity of the player's interaction with the game as they struggle to activate more and more items per round (e.g., first set = 1 lever pull, second set = 2 button pushes, third set = 1 pull and two pushes, etc.).

6.3.3.3.1. As the player progresses, the game moves faster.

6.3.3.3.2. Users must start over the first time they lose and do not gain points unless they complete all ten sets.

6.3.3.4. *Initial sequencing rounds correspond to the actual actions guests must perform on the ride*. For example, players will "pre-train" for the ride by being able to select or "play" each of the four capsule roles.

6.3.4. **Link to Ride Safety Information**

Content TBD.

6.4. ACTIVITY: Astronaut Personality Quiz

6.4.1. The game is a multiple choice quiz, offering different scenarios for the astronaut candidate to resolve, ponder, and unravel. Answers will reveal to Guests their strengths as they relate to the four different roles at Mission: SPACE.

6.5. Safety & Ride Information

Content TBD.

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7.0 BEYOND SPACEFLIGHT

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The main message and goal for this section is to emphasize that Mission: SPACE is for EVERYONE! The Mission: SPACE experience is more than just a ride; the Advanced Training Lab provides entertainment for all ages and audiences, friends and families (*Space Race*, *Postcards* and *Expedition Mars*), and small children who cannot ride the main attraction (*Space Base*). The section will promote each exhibit and give Guests a preview of the experience:

7.1. Mission: SPACE Race

7.1.1. Tagline, description and 3-6 images of the exhibit

7.1.2. Video footage of a game in action (WDI will provide)

7.2. Expedition Mars

7.2.1. Tagline, description and 2-4 images of the attraction

7.3. Postcards from Space

7.3.1. Tagline, a text description, and 2-4 images and description of the exhibit.

7.3.2. Includes 3-4 humorous video samples of finished cards.

7.3.3. ACTIVITY: Send A Postcard from Space

7.3.3.1. This feature lets Guests 'send' a humorous, animated postcard by registering, logging-in, and then providing **someone else's name and email address**.

7.3.3.2. Guests can select from somewhere between 10 – 15 pre-made, pre-written, pre-animated, 'cards' with audio.

7.3.3.3. These cards can be customized with the receiving guest's name and email address provided by the sending guest.

7.3.3.4. The receiving guest will receive a text email that will provide a link to the Mission: SPACE web site.

7.3.3.5. The link above is where receiving Guests can 'get' their card, viewing it within the context of the Mission: SPACE site and interface.

7.3.3.6. These *new* guests will be encouraged to 'sign-up' (register) as Astronaut Candidates at Mission: SPACE in order to send their own *Postcards from Space*.

7.4. Space Base

7.4.1. Tagline, description, and 4-6 images and description of the exhibit

7.4.2. Links from other sections that include reference to safety/ride requirements should link back to this section to illustrate that there are options for those who cannot go on the ride.

8.0 FREE DOWNLOADS

C O N F I D E N T I A L

This section will offer Guests an array of downloads including screensavers, wallpapers, cursors and system sounds. A selection of art assets such as the attraction poster will be available for download and printing. We'll also offer some unique desktop applications that will help keep the attraction in mind such as a iron-on, customizable Astronaut ID Badges, Vacation Countdown Clock, an Astronaut Screenmate, etc.

The Free Downloads will include:

8.1. Screensavers
- 8.1.1. 4 screensavers

8.2. Wallpapers
- 8.2.1. 6 wallpapers

8.3. System Sounds
- 8.3.1. 4 System sounds

8.4. Printable Images
- 8.4.1. 5 Images, including attraction poster
- 8.4.2. 10 Mission Patches

8.5. Desktop Applications (for Phase 2 rollout)

8.5.1. **Astronaut Screenmate**

The Mission: SPACE Astronaut Screenmate is a fun animated character that lives on your desktop.

8.5.1.1. When activated, the Screenmate will randomly do fun things such as
- 8.5.1.1.1. fly across the screen on a jet-pack
- 8.5.1.1.2. perform "EVA operations" on your desktop folders.
- 8.5.1.1.3. *Third other TBD*
- 8.5.1.1.4. *Fourth other TBD*
- 8.5.1.1.5. *Fifth other TBD*

8.5.1.2. You can click on the Screenmate to
- 8.5.1.2.1. trigger the animations you want
- 8.5.1.2.2. to go to the Mission: SPACE Site Home Page
- 8.5.1.2.3. to go to Special and Promotional Site Links
- 8.5.1.2.4. Display Latest News Text

8.5.1.3. The Screenmate will install directly onto the user's desktop.

8.5.2. **Countdown to Vacation Clock**

8.5.2.1. This is a screensaver

8.5.2.2. This screensaver displays a countdown to the Guest's Mission: SPACE vacation date.

8.5.2.3. The screensaver countdown mechanism will be timed off of the Guest's own computer system clock settings.

8.5.3. **Mission: SPACE cursors**

Two attraction themed cursors

8.5.3.1. one of which is a rocket.

8.5.3.2. *one is TBD*

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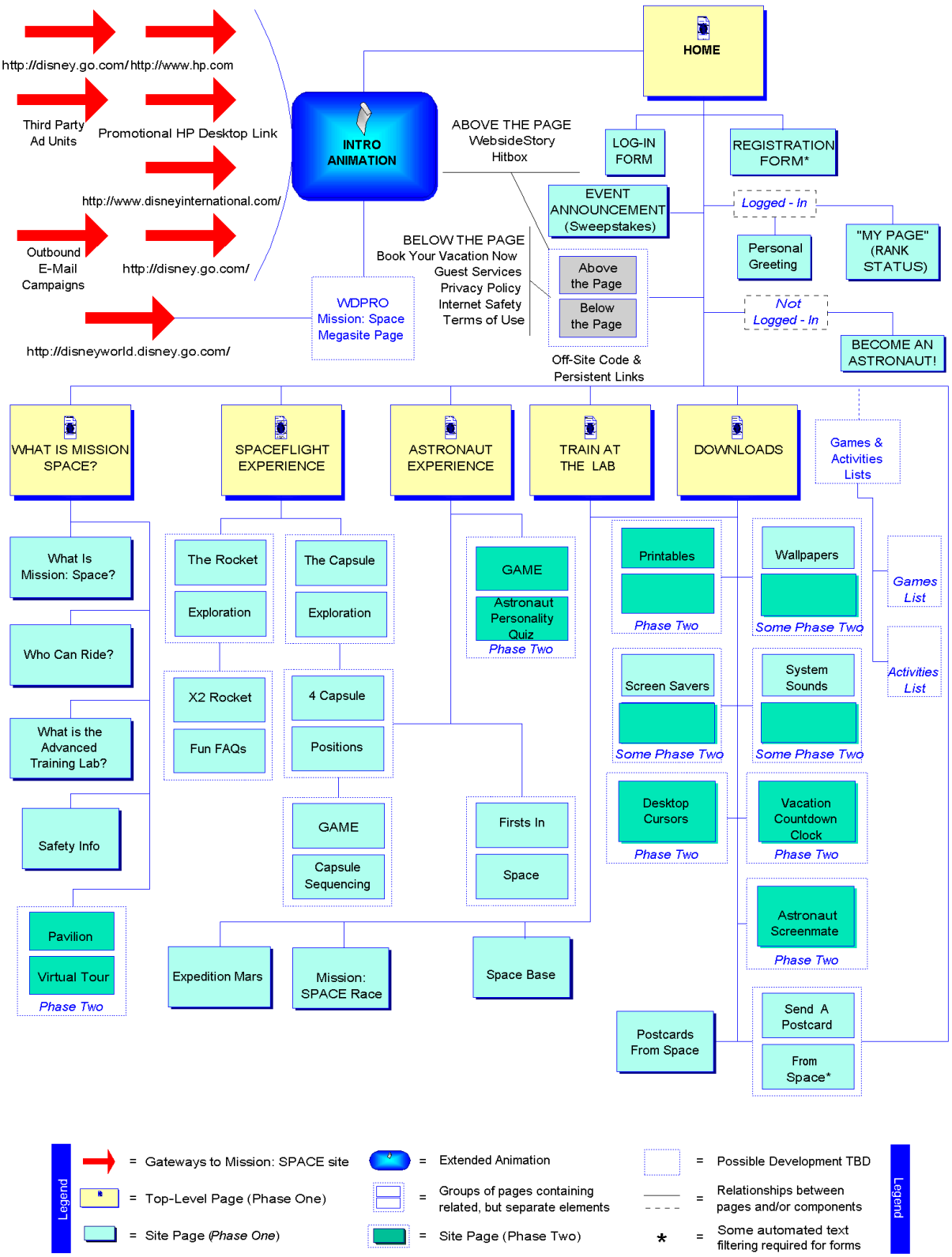
SITE MAPS

MASTER SITE MAP (03.02.24_WDIMSMASTERSITEMAP_V3.PDF)



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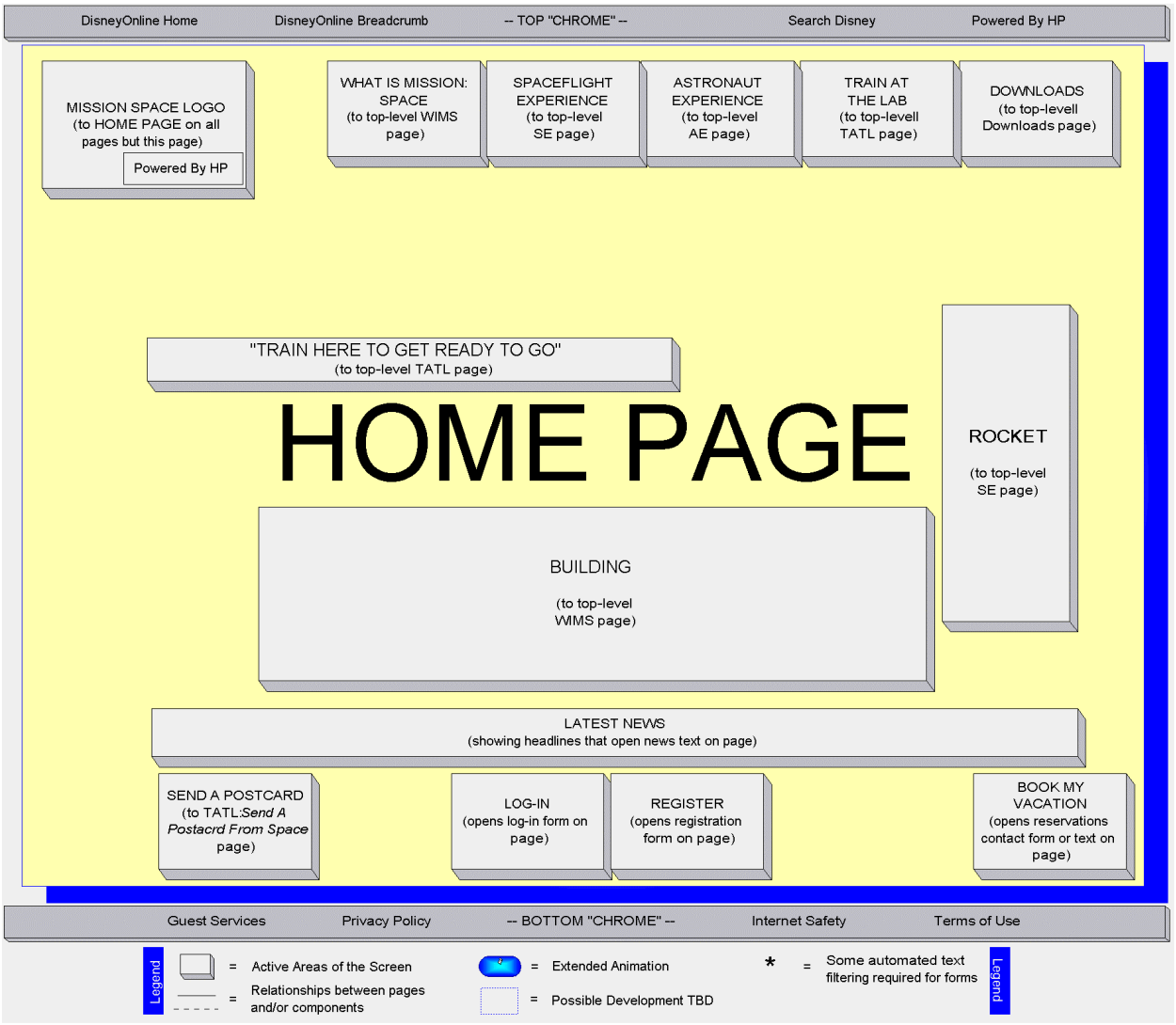
HOME PAGE MAP (03.02.24_WDIMSHOMEPAGEMAP_V1.PDF)

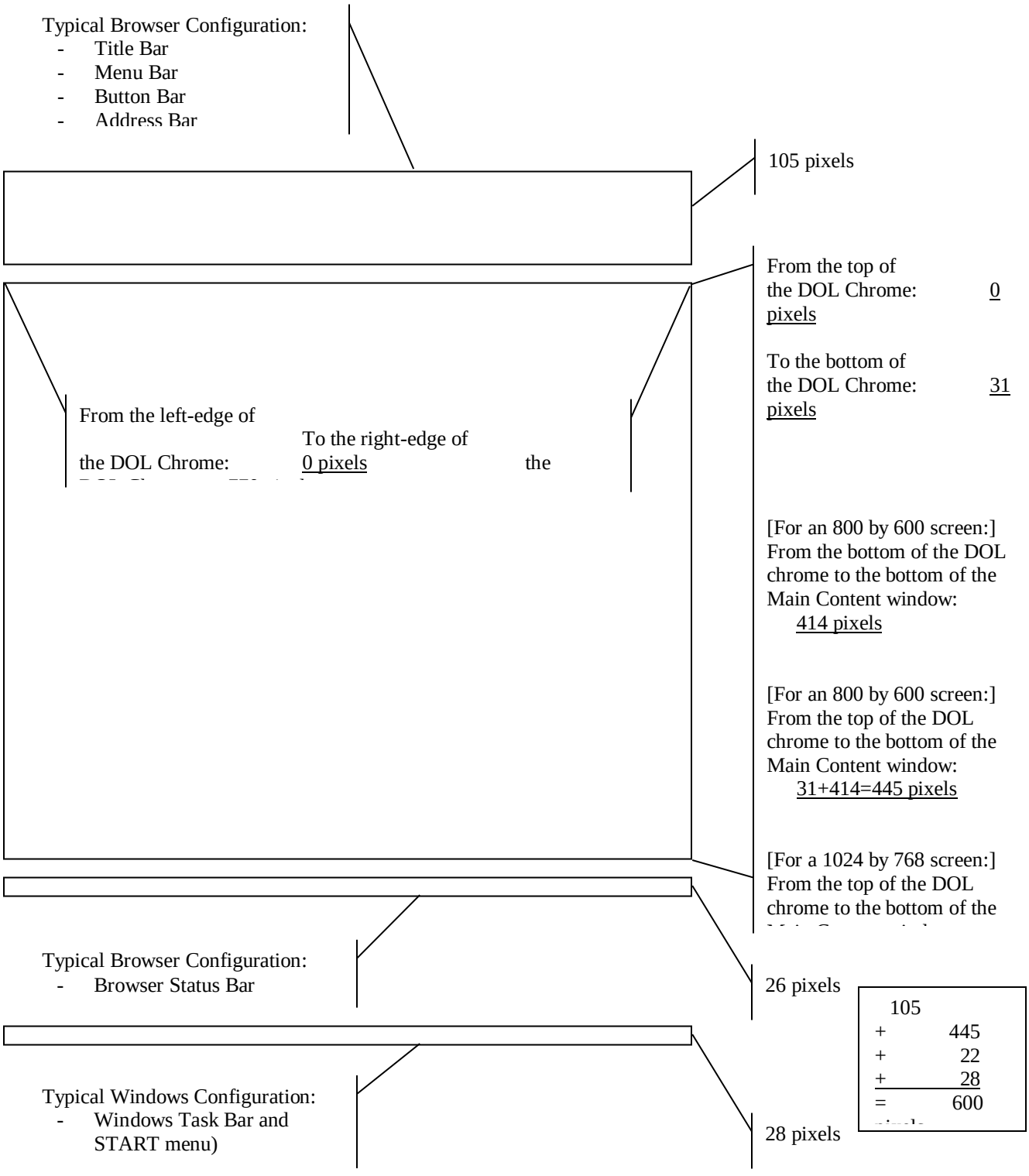
C O N F I D E N T I A L


DisneyOnline Home
DisneyOnline Breadcrumb
-- TOP "CHROME" --
Search Disney
Powered By HP
MISSION SPACE LOGO (to HOME PAGE on all pages but this page)
Powered By HP
WHAT IS MISSION: SPACE (to top-level WIMS page)
SPACEFLIGHT EXPERIENCE (to top-level SE page)
ASTRONAUT EXPERIENCE (to top-level AE page)
TRAIN AT THE LAB (to top-levell TATL page)
DOWNLOADS (to top-levell Downloads page)
"TRAIN HERE TO GET READY TO GO" (to top-level TATL page)
HOME PAGE
ROCKET (to top-level SE page)
BUILDING (to top-level WIMS page)
LATEST NEWS (showing headlines that open news text on page)
SEND A POSTCARD (to TATL:Send A Postacrd From Space page)
LOG-IN (opens log-in form on page)
REGISTER (opens registration form on page)
BOOK MY VACATION (opens reservations contact form or text on page)
Guest Services
Privacy Policy
-- BOTTOM "CHROME" --
Internet Safety
Terms of Use
Legend
= Active Areas of the Screen
= Relationships between pages and/or components
= Extended Animation
= Possible Development TBD
* = Some automated text filtering required for forms
Legend

PRODUCTION SPECIFICATION

GENERAL BROWSER PAGE DIMENSIONS USING DOL CHROME

C O N F I D E N T I A L


Typical Browser Configuration:
- Title Bar
- Menu Bar
- Button Bar
- Address Bar
105 pixels
From the top of the DOL Chrome: 0 pixels
To the bottom of the DOL Chrome: 31 pixels
From the left-edge of the DOL Chrome:
To the right-edge of the
0 pixels
[For an 800 by 600 screen:] From the bottom of the DOL chrome to the bottom of the Main Content window: 414 pixels
[For an 800 by 600 screen:] From the top of the DOL chrome to the bottom of the Main Content window: 31+414=445 pixels
[For a 1024 by 768 screen:] From the top of the DOL chrome to the bottom of the
Typical Browser Configuration:
- Browser Status Bar
26 pixels
105
+ 445
+ 22
+ 28
= 600
Typical Windows Configuration:
- Windows Task Bar and START menu)
28 pixels

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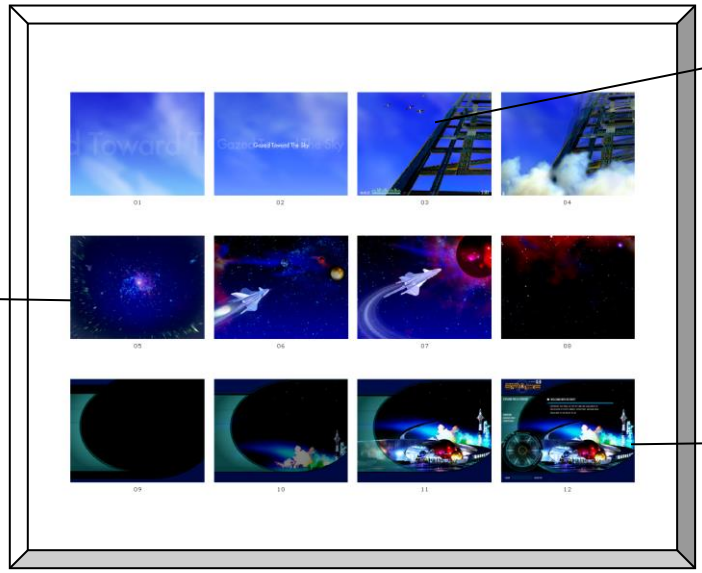
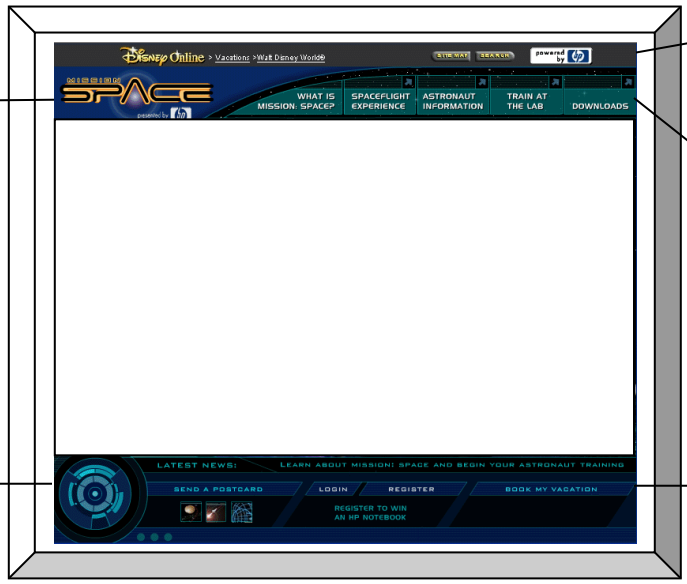
1.0 INTRODUCTION ANIMATION


The birds have no idea what's about to happen below
This row contains assets that may be useful for Wallpapers & Screensavers
This row contains Home Page assets found in the Home Page production

Item	Functionality	Done	Item	Assets	Done
1.0.1.	Sniff site Guest client system for Flash availability and route appropriately		**1.0.0.1.**		
1.0.2.			**1.0.0.2.**		
1.0.3.			**1.0.0.3.**		
1.0.4.			**1.0.0.4.**		
1.0.5.			**1.0.0.5.**		
1.0.6.			**1.0.0.6.**		
1.0.7.			**1.0.0.7.**		
1.0.8.			**1.0.0.8.**		
1.0.9.			**1.0.0.9.**		
1.0.10.			**1.0.0.10.**		
1.0.11.			**1.0.0.11.**		
1.0.12.			**1.0.0.12.**		
1.0.13.			**1.0.0.13.**		
1.0.14.			**1.0.0.14.**		
1.0.15.			**1.0.0.15.**		
1.0.16.			**1.0.0.16.**		
1.0.17.			**1.0.0.17.**		
1.0.18.			**1.0.0.18.**		
1.0.19.			**1.0.0.19.**		
1.0.20.			**1.0.0.20.**		

2.0 NAVIGATION



Mission: SPACE Logo acts as a Home Page link

Hewlett Packard Logo acts as a Sponsorship Info Link

DOL Chrome
- bread crumb menu
- Search
- Powered by HP

Main Menu:
- Mission Overview
- Spacecraft Briefing
- Astronaut Training
- Train At The Lab
- Downloads

Gravity Wheel publishes content for Latest News headlines and Send A Postcard updates

Bottom Chrome:
- Login/Register
- Welcome/Log-Out
- Book Your Vacation

Item	Functionality	Done	Item	Assets	Done
2.0.1.			2.0.0.1.		
2.0.2.			2.0.0.2.		
2.0.3.			2.0.0.3.		
2.0.4.			2.0.0.4.		
2.0.5.			2.0.0.5.		
2.0.6.			2.0.0.6.		
2.0.7.			2.0.0.7.		
2.0.8.			2.0.0.8.		
2.0.9.			2.0.0.9.		
2.0.10.			2.0.0.10.		
2.0.11.			2.0.0.11.		
2.0.12.			2.0.0.12.		
2.0.13.			2.0.0.13.		
2.0.14.			2.0.0.14.		
2.0.15.			2.0.0.15.		
2.0.16.			2.0.0.16.		
2.0.17.			2.0.0.17.		
2.0.18.			2.0.0.18.		
2.0.19.			2.0.0.19.		
2.0.20.			2.0.0.20.		
2.0.21.			2.0.0.21.		
2.0.22.			2.0.0.22.		
2.0.23.			2.0.0.23.		
2.0.24.			2.0.0.24.		
2.0.25.			2.0.0.25.		

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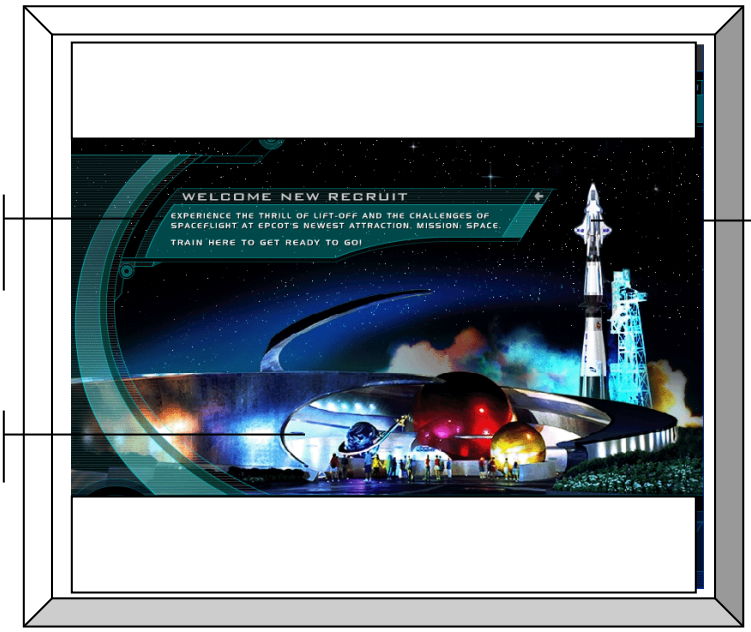
3.0 HOME PAGE


WELCOME NEW RECRUIT
EXPERIENCE THE THRILL OF LIFT-OFF AND THE CHALLENGES OF SPACEFLIGHT AT EPCOT'S NEWEST ATTRACTION, MISSION: SPACE.
TRAIN HERE TO GET READY TO GO!
Welcome Text
Welcome Message
Train At The Lab Link
ISTC Pavilion
Link to Mission Overview
Rocket with Gantry
- Comes on from Intro Animation Build-In
- Link to Spacecraft Briefing

Item	Functionality	Done	Item	Assets	Done
3.0.1.			3.0.0.1.		
3.0.2.			3.0.0.2.		
3.0.3.			3.0.0.3.		
3.0.4.			3.0.0.4.		
3.0.5.			3.0.0.5.		
3.0.6.			3.0.0.6.		
3.0.7.			3.0.0.7.		
3.0.8.			3.0.0.8.		
3.0.9.			3.0.0.9.		
3.0.10.			3.0.0.10		
3.0.11.			3.0.0.11		
3.0.12.			3.0.0.12		
3.0.13.			3.0.0.13		
3.0.14.			3.0.0.14		
3.0.15.			3.0.0.15		
3.0.16.			3.0.0.16		
3.0.17.			3.0.0.17		
3.0.18.			3.0.0.18		
3.0.19.			3.0.0.19		
3.0.20.			3.0.0.20		
3.0.21.			3.0.0.21		
3.0.22.			3.0.0.22		
3.0.23.			3.0.0.23		
3.0.24.			3.0.0.24		
3.0.25.			3.0.0.25		

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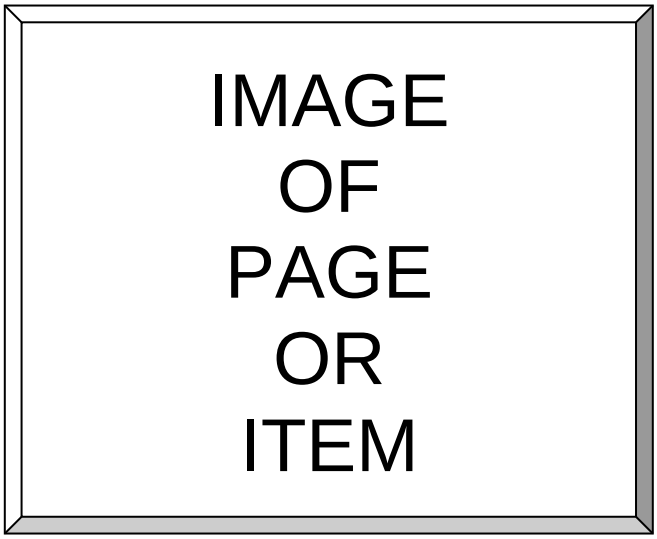
C O N F I D E N T I A L

4.0 BLANK TEMPLATE



Item	Functionality	Done	Item	Assets	Done
4.0.1.			4.0.1.1.		
4.0.2.			4.0.1.2.		
4.0.3.			4.0.1.3.		
4.0.4.			4.0.1.4.		
4.0.5.			4.0.1.5.		
4.0.6.			4.0.1.6.		
4.0.7.			4.0.1.7.		
4.0.8.			4.0.1.8.		
4.0.9.			4.0.1.9.		
4.0.10.			4.0.1.10.		
4.0.11.			4.0.1.11.		
4.0.12.			4.0.1.12.		
4.0.13.			4.0.1.13.		
4.0.14.			4.0.1.14.		
4.0.15.			4.0.1.15.		
4.0.16.			4.0.1.16.		
4.0.17.			4.0.1.17.		
4.0.18.			4.0.1.18.		
4.0.19.			4.0.1.19.		
4.0.20.			4.0.1.20.		
4.0.21.			4.0.1.21.		
4.0.22.			4.0.1.22.		
4.0.23.			4.0.1.23.		
4.0.24.			4.0.1.24.		
4.0.25.			4.0.1.25.		

APPENDIX A: TECHNICAL SPECIFICATION

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INTRODUCTION

The following items describe specific and general technical requirements for the Mission: SPACE web site.

> NOTE: *As of 03/15/03, Bleu & DOL & WDI have met and reviewed the* Mission: SPACE Web Site *back-end functional requirements. Outstanding issues and process questions were resolved and answers given. DOL has provided Bleu & WDI with all the required specification documentation required to use the intended DOL back-end tools.*
>
> *The text below in this Technical Specification comes from the final revision of the WDI RFP v.11. This text will be updated and edited during the next week using the information provided in the recent documentation described above.*

TECHNICAL SPECIFICATIONS OVERVIEW

The Site must follow the guidelines specified in the *Disney Online Developer's Guide*. The following highlights some of the major sections of that document.

The Mission: SPACE Site will be built in Flash 5, with all games built in Flash, unless otherwise requested by the Developer to consider Director/Shockwave for particular games, at which point the decision will be made with the Producers at WDI.

DOL TECHNICAL SPECIFICATIONS

NOTE : Excerpts taken from the Disney Online Developer's Guide Version 2.2 September 2002. Please see full DOL Developer's Guide for complete details.

ENVIRONMENTS

Production Environment (Live Site)

The production environment is multifaceted and hosts many types of platforms and applications. In general, content is served from either NT-based IIS Web servers, or Sun-based Netscape Enterprise servers. There are also a limited number of Linux-based servers in use.

Quality Assurance (QA)

The QA Environment is a scaled-down version of the production environment sitting within the DOL Network. It is used by our QA team to ensure that new or updated content meets the QA Standard and passes the test plan provided by a DOL Producer.

Development Environment
There are two primary development environments at DOL, one for internal developers and one for external developers.

For information on the internal development environment, please contact your Disney Online producer.

The environment for external developers is called 'The Sandbox.' The Sandbox is made up of two servers, a content disk server called 'Atta-1' and a proxy server called 'qaproxy-1.'

- **The Sandbox**

The Sandbox is both the testing area for externally developed content and the default delivery mechanism into the Disney Online workflow for externally developed content. Testing content on the Sandbox and making sure that it meets all of the guidelines set forth in this document will ensure that new content will move efficiently through the DOL development process and greatly reduce the amount of revision work that must be done to get content live.

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DEVELOPMENT GUIDELINES AND SPECIFICATIONS

DISNEY MINIMUM SYSTEM REQUIREMENTS FOR GUESTS

The following list describes minimum system requirements to ensure that Guests receive a quality experience when visiting a Disney Online site. All content, but especially Flash, Shockwave, and application content, must be designed to work on a system of this configuration.

PC/WINDOWS	
PROCESSOR (MHZ)	PENTIUM **
MEMORY (RAM IN MB)	64 MB
MODEM (IN KBPS)	56.6 KBPS
SOUND CARD	SB COMPATIBLE 32BIT
COLOR PALETTE	HIGH COLOR (16 MILLION COLORS)
SCREEN RESOLUTION	800X600 PIXELS
OPERATING SYSTEM	WINDOWS 98 OR HIGHER
BROWSER	IE, NETSCAPE, OR AOL 4.5 AND HIGHER
PLUGINS	ADOBE ACROBAT 4.0, FLASH 5.0-MX, SHOCKWAVE 7.0-8.0, QUICKTIME 5.0-6.0, REAL PLAYER 7.0-REALONE

MACINTOSH	
PROCESSOR (MHZ)	POWER PC **
MEMORY (RAM IN MB)	64 MB
MODEM (IN KBPS)	56.6 KBPS
SOUND CARD	APPLE BUILT-IN
COLOR PALETTE	THOUSANDS OF COLORS
SCREEN RESOLUTION	800X600 PIXELS
OPERATING SYSTEM	MAC OS V8.5 OR HIGHER
BROWSER	IE, NETSCAPE, OR AOL 4.5 AND HIGHER
PLUGINS	ADOBE ACROBAT 4.0, FLASH 5.0-MX, SHOCKWAVE 7.0-8.0, QUICKTIME 5.0-6.0, REAL PLAYER 7.0-REALONE

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LOAD TIME REQUIREMENTS

Again, on systems of the types above, content must load within the following parameters:

NAVIGATION PAGES LOAD TIME IN SECONDS VIA A 56.6 KBPS MODEM	
HTML	30 SECONDS
FLASH	40 SECONDS

NOTE: Navigation pages are defined as those pages which are not destinations or landing pages. They serve the purpose of directing Guests to actual content.

CONTENT PAGE LOAD TIMES IN SECONDS VIA A 56.6 KBPS MODEM	
WAIT TIME ENTERTAINMENT	15 SECONDS
MINIMUM CONTENT INTERACTION	45 SECONDS
MAIN CONTENT INTERACTION	120 SECONDS

Wait Time Entertainment is defined as a simple animation that keeps the Guest entertained while waiting for the content to load or that indicates, in an entertaining way, how much longer it will take to load the content they have requested.

Minimum Content Interaction means that by this time the Guest should be interacting with the content in some way. They might be reading an introduction or help screen, configuring a game, or actually interacting with the early stages of the content.

Main Content Interaction: At two minutes, the Guest should be fully involved with the content: i.e., they should be playing the game, reading the storybook, coloring the poster, etc. If a Guest is not interacting with the content at two minutes then the content is too large and a new delivery strategy must be attempted.

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C O N F I D E N T I A L

USABILITY AND DESIGN

All Disney.com pages carry a universal navigation element called the chrome.
The chrome appears near the top of all pages. In order to not break the overall design of the page, content should be designed to fit within the width of the chrome (640 pixels). As of this update, Disney Online is currently in the planning stages of extending the standard Disney Chrome to 770 pixels wide. If you are in development for Q1 of FY'03 and require 770 pixel chrome, contact your DOL Producer.

As all Disney.com pages contain chrome and many also have ads (the typical configuration is two ads at the top of the page and one at the bottom), much of the page real estate is already used. However, as much as possible, content should be designed to appear above the fold (ATF). Please take into account that the main content will not necessarily be served at the very top of the page. Pages that are very long and require scrolling should be broken up into multiple pages.

In most cases, content should be designed using the 256 Web-safe colors.
This ensures that the experience remains consistent between browsers. Non Web-safe colors may be rendered differently in different browsers. If there is a need to use a non Web-safe color, discuss it with your DOL Producer or the DOL Design Team.

INSTALLERS / DOWNLOADABLE MEDIA

Downloadable media that needs to be placed in a specific location on a user's system must be packaged as an installer. We discourage the use of .zip files or self-extracting Zip files.

File Formats

MACINTOSH	ALL FILES MUST BE COMPRESSED AS A STUFFIT 3 COMPATIBLE ARCHIVE AND THEN HQX ENCODED (.SIT.HQX). ALL INSTALLERS SHOULD BE MADE WITH INSTALLER VISE FROM MINDVISION SOFTWARE (HTTP://WWW.MINDVISION.COM). UNDER NO CIRCUMSTANCES SHOULD AN UNREGISTERED SELF-EXTRACTING APPLICATION BE DISTRIBUTED.
WINDOWS	ALL FILES MUST BE PACKAGED AS AN EXECUTABLE (.EXE). ALL DOWNLOADS THAT HAVE ONLY ONE UNPACKING LOCATION FOR FILES MUST BE PACKAGED USING "PACKAGE FOR THE WEB" FROM INSTALLSHIELD (HTTP://WWW.INSTALLSHIELD.COM). ALL DOWNLOADS THAT REQUIRE MORE COMPLEX INSTALLATION (REQUIRE MULTIPLE FILE DESTINATIONS, ETC.), MUST BE PACKAGED USING ONE OF THE 3 INSTALLER PACKAGES AVAILABLE FROM WISE SOLUTIONS (HTTP://WWW.WISESOLUTIONS.COM) UNDER NO CIRCUMSTANCES SHOULD AN UNREGISTERED SELF-EXTRACTING ZIP FILE BE DISTRIBUTED.

C O N F I D E N T I A L

SIZE RESTRICTIONS

Generally, downloads should be no larger than 1 MB, but this is flexible depending on the specific content. Files larger than 1 MB must be reviewed for approval.

MEDIA FORMATS

All downloads should be properly prepared for each platform. For example, if you are packaging images, the Mac download should include Pict files and the Windows download should include .BMP bitmaps.

Supported Media Types:

IMAGE FORMATS	GIF, GIF89A, JPEG
AUDIO FORMATS	WAV (WIN), AIFF (MAC), AU (FROM WITHIN JAVA), REALAUDIO 20KB AND 45KB, SHOCKWAVE AUDIO
MUSIC FORMATS	MIDI
DIGITAL VIDEO FORMATS	QUICKTIME 4 (WIN/MAC) AVI (WIN)
ANIMATION FORMATS	FLASH 5.0
CLIENT SIDE EXECUTABLE FORMATS	JAVA 1.0.2 SHOCKWAVE FOR DIRECTOR 8

FLASH

Disney Online currently supports Flash 5. At present, Disney Online does not support Flash MX (Flash 6). If there is a need to use features of Flash MX, please consult with your Disney Online Producer.

Full detailed examples of the proper way to embed Flash files in an HTML page for Disney Online are in the DOL Developer's Guide.

HTML SPECIFICATION

Disney Online supports the HTML 4.0 specification. For more information on the 4.0 specification refer to http://www.w3c.org.

Disney Online also supports HTML featuring the Dynamic Object Model (DOM), more commonly referred to as DHTML. The specification for the DOM can also be found at http://www.w3.org/DOM/.

HOSTS, DOMAINS, AND URLS

Disney Online has many hosts and domains. However, our primary host is disney.go.com

All URLs and links must be absolute URLs and not relative.

Example:

- http://disney.go.com/[businessunit]/[filename].html (absolute URL)

not

- /[businessunit]/[filename].html (relative URL)

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DOMAIN REGISTRATION

Disney Online provides vanity domain registration services for Disney Business Units. Your Producer at Disney Online can get a copy of the Domain Registration Request form on http://doli.online.disney.com. Registrations can take up to 72 hours to complete, so please submit your requests early.

FILE NAMING CONVENTIONS

All filenames must be in lowercase and contain only allowable ASCII characters (UNIX format). If you need to separate words, underscores are permitted, but use sparingly. *Do not use spaces*. Names should be meaningful but kept as short as possible.

NOTE: Do not use the names "today" or "schedule" in file names or folders unless you are using them with the Today filter or Schedule.dll.

URLS

All URLs must be in lowercase and contain only allowable ASCII characters (UNIX format). If you need to separate words, underscores are permitted, but use sparingly. *Do not use spaces*.

Do not use the names "today" or "schedule" in URLs unless you are using them with the Today filter or Schedule.dll.

FRAMES

In general, the use of frames and especially nested frames is discouraged. If there is a specific need for frames, please discuss it with your DOL Producer before proceeding.

C O N F I D E N T I A L

NON-SUPPORTED TECHNOLOGIES

Disney Online does not support the following technologies:

- ASP
- VBScript
- Cold Fusion
- Web Objects
- Front Page Extensions

PHP and JSP are only supported for server-side application developers. Please consult with your DOL Producer if the project calls for use of these technologies.

If you have any questions about whether or not a particular technology is supported by Disney Online, contact your DOL Producer who will place you in contact with a representative of the Applications Technology department.

DATABASES

Disney Online only supports SQL 7.0 for databases. Unsupported formats include, but are not limited to:

- MySQL
- Oracle
- Access

Scripting

COOKIES

- Session-based cookies may be used on DOL sites, but any developer requiring persistent cookies for an application or site must contact DOL Engineering for review.
- Cookies must be set in the domain where the cookie will be used (i.e. disney.go.com, studio.go.com, bventertainment.go.com, etc), or to an unspecified host.
- Cookies may not be set in the Go.com domain.

SEARCH AND METATAGS

To ensure that new content is indexed properly and available in Disney Search, it is important to integrate the proper metatags. In general, the following list contains the required metatags. However, please refer to the Disney Online Metatag Guidelines and Policies for a full discussion of appropriate use.

TRAFFIC COLLECTION

Disney Online uses two primary tools for collecting traffic data – HitBox Enterprise by WebSideStory and an internal tool called transfer.dll.

- HitBox is a cookie-based tool. A set of JavaScript variables are set within the page and reported back to HitBox along with the cookie information. The variables must be set very specifically, according to what area of Disney.com the content falls within. HitBox works for both HTML and Flash but the code used and the implementation depend on whether it is for HTML or Flash.

- Transfer.dll is an internal tool that tracks click stream data. For instance, it will track the number of times that a given link in a given page was clicked.

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APPENDIX B: STYLE GUIDES

C O N F I D E N T I A L

FONTS

BANK GOTHIC
for the Computer Interface and direct communication from the computer.

ARIAL/HELVETICA
for the general display of text information from the computer database.

TBD
for incidental text and information display.

APPENDIX C: GLOSSARY

C O N F I D E N T I A L

ABBREVIATIONS

The following abbreviations and acronyms are used in this document:

DOL	Disney On Line
WDI	Walt Disney Imagineering
WDW	Walt Disney World
WDPRO	Walt Disney Parks and Resorts Online
ISTC	International Spaceflight Training Center

DEFINITIONS

The term "RFP" refers to the Request For Proposal, version 11, provided in the contract with WDI.

The term "DODG" refers to the Disney Online Developers Guide, September 2002 version, provided in the contract with WDI.

The term "HP" refers to the Hewlett-Packard Corporation, the corporate sponsor of the Mission: SPACE attraction.

The term "GOREG" refers to an online software registration & membership application that is used by DOL to store and communicate online Guests registration, membership, and profile information.

The term "GOKART" refers to an online software sweepstakes management application that is used by DOL to deliver and support sweepstakes and sweepstakes entries for online Guests.

The term "GPS" refers to an online software personalization engine application -- Global Personalization System -- that is used by DOL to store and manage personalized settings and data for online Guests.

The term "GM" refers to an online software email application – Generic Mail -- that is used by DOL to send email items for online Guests.

The term "BC" refers to an online software templated email application – Barista Cards -- that is used by DOL to send graphical greeting cards to online Guests.

The term "SAF" refers to an online software templated email application – Send To A Friend -- that is used by DOL to send email invitations from online Guests to online Guests.

CONTACTS

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[Delivery: trailer W369?]

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